ThriveTracker Tracking Manual.
Track TrafficJunky campaigns on ThriveTracker

TRAFFICJUNKY

Introduction

This manual describes how to integrate **TrafficJunky** with the tracking software **ThriveTracker** so you can monitor the performance of your **TrafficJunky** campaigns on the **ThriveTracker** network. We will walk you through the different steps to set everything up and track your campaigns.
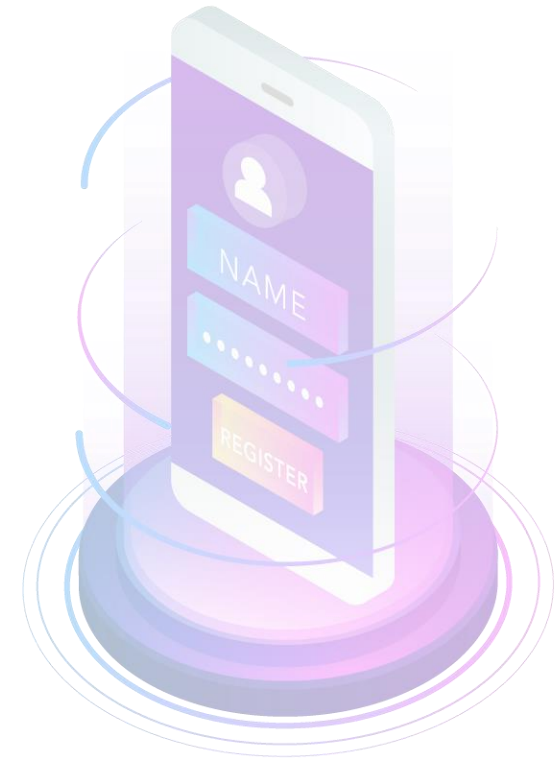
Table of Content
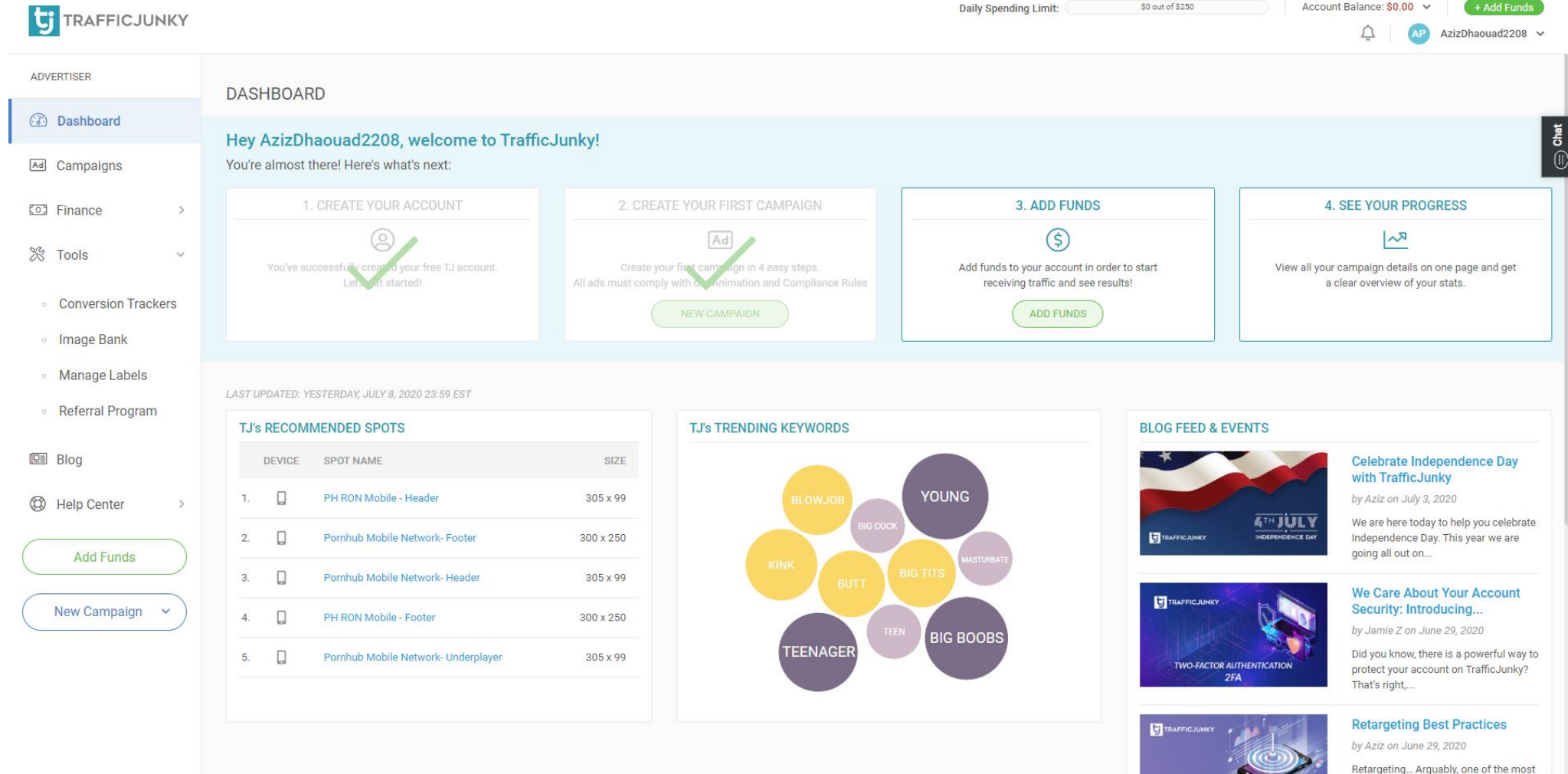
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Setting Up TrafficJunky Conversion Tracker

Log into your TrafficJunky Campaign Manager. Select **Tools** & Choose **Conversion Trackers.**

Setting Up TrafficJunky Conversion Tracker

- Click on **New Tracker** and add the Tracker details.

- For the tracker name, we added TJ Conversion Tracker. You can also add the location page for the tracker and add it to an existing Tracker Group, if you wish to do so.

- Choose the **event** you want to track. For this example, we chose Signup. If you are tracking a Sale or a Purchase you can add a value.

- Click **Add Tracker** to create your tracker.

Setting Up TrafficJunky Conversion Tracker

After filling in the details of your Conversion Tracker, it will show up on the Conversion Trackers list. You can create several Conversion Trackers, according to your needs. For instance, you can create a conversion tracker for your signup page and another one for confirmed payments. To see your conversion tracker code, click on **View Code** in the **Invocation Code** column.

		ID ↓	Tracker Name	Tracker Group ⑦	Event ⑦	Value ⑦	Invocation Code ⑦	TJ Conversions ⑦	All Conversions ⑦	Earned Value ⑦	Conversion Stats ⑦
☐	●	1000196911	TJ Conversion Tracker		Lead	$0.00	View Code	0	0	0	view

INVOCATION CODE ⊗

The code must be embedded into your web page so that you may track conversions. By tracking conversions you will gain a better understanding of the best performing campaigns, ads, targets, etc.

HTML Version	Postback URL

```
<img id="1000196911_cpa_testing" src="https://ads.trafficjunky.net/tj_ads_pt?a=1000196911&member_id=1002249721&cb=
[RANDOM_NUMBER]&cti=[TRANSACTION_UNIQ_ID]&ctv=[VALUE_OF_THE_TRANSACTION]&ctd=[TRANSACTION_DESCRIPTION]"
width="1" height="1" border="0" />
```

Variable Name	Value
TRANSACTION_UNIQ_ID	The unique ID of the transaction is used in order to match conversions reported here with transactions on your Sales backend system.
VALUE_OF_THE_TRANSACTION	The value of the transaction will be used to calculate the total value of conversion for a particular ad. No currency sign ex. 29.99
TRANSACTION_DESCRIPTION	The transaction description is any information that might help you identify the transaction on your Sales backend system. example: ProductName+Biller+IDOfYourCustomer.

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Set TrafficJunky as a Traffic Source in ThriveTracker

To track conversions on TrafficJunky , you will need to configure a dynamic tracker which will be added to your campaign URL. This is used to uniquely identify clicks. This tracker will need to be saved on ThriveTracker as it will notify the TrafficJunky API each time a conversion is generated.

To do so, all you need to do is add TrafficJunky as a traffic source on ThriveTracker from the pre-defined template.

Head to ThriveTracker Admin Panel, click on **Traffic Sources**, and select **Add new Traffic Source**
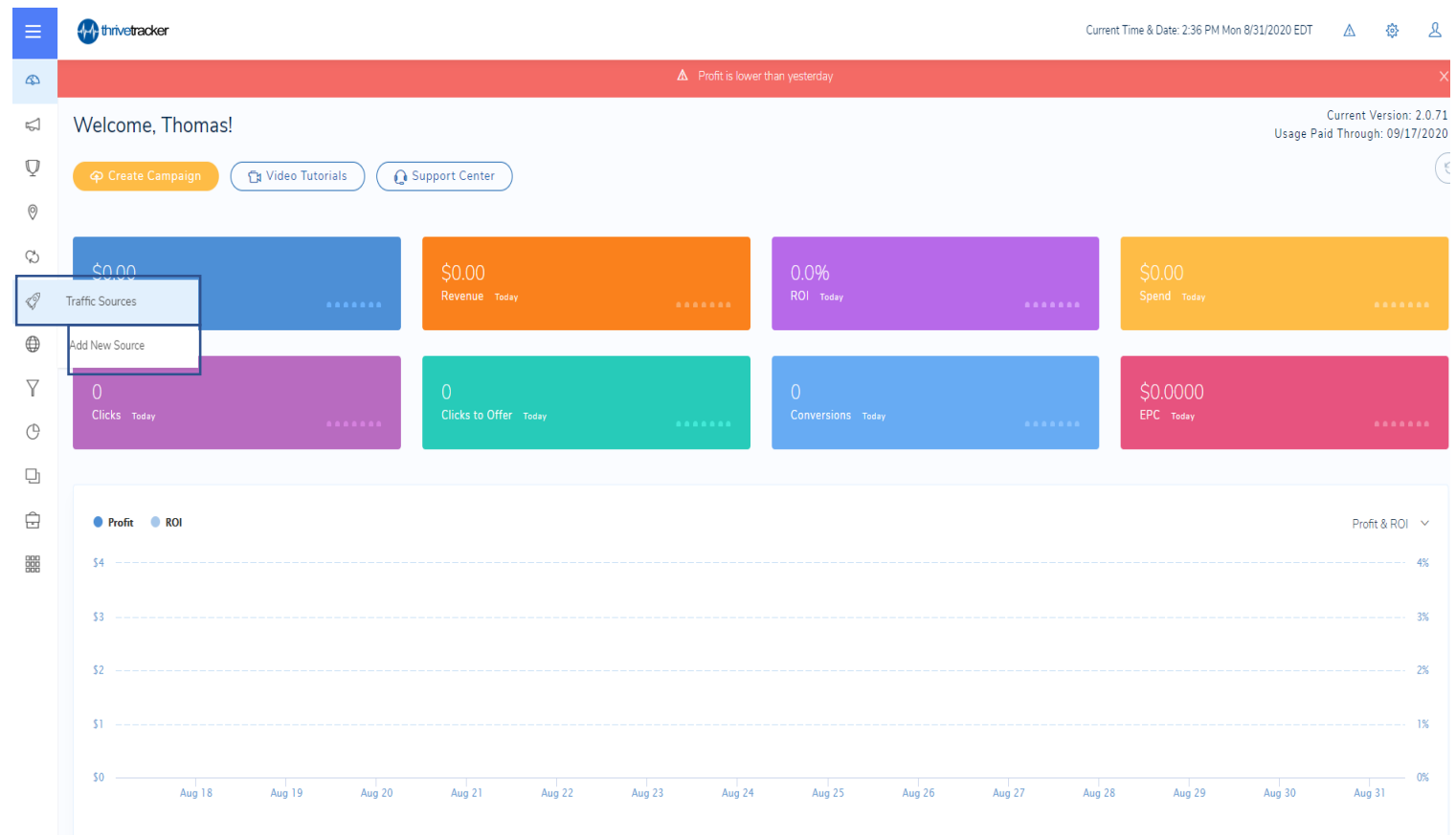
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Set TrafficJunky as a Traffic Source

From the dropdown menu **Pre-Defined Sources**,

scroll down and select **TrafficJunky.**

Add a unique name to your traffic Source. In our

case, we will name it TrafficJunkySource.

The Postback URL field will be empty by default,

but you will need to add the correct S2S URL.

Here's the one for TrafficJunky:

**http://ads.trafficjunky.net/tj_ads_pt?a=YOUR_TOKEN_TR
AFFIC_JUNKY&member_id=YOUR_MEMBER_ID_TRAFFI
C_JUNKY&cti=[TRANSACTION_UNIQ_ID]&ctv=[VALUE_
OF_THE_TRANSACTION]&ctd=[TRANSACTION_DESCRI
PTION]&aclid=[ACLID]**

Add New Traffic Source   ×

Pre-Defined Sources

TrafficJunky   ⌄

Source Name (must be unique)

TrafficJunkySource

Source Abbreviation (max 3 alphanumeric characters, must contain at least one letter, and be unique)

TJY

Traffic Source Post-back URL or Pixel (optional) ⓘ

Post-Back Pixel #1 (A post-back URL. The system will make a cURL request to the URL.)

| | URL Post-Back   ⌄ | ⊖ | ⊕ |

+[externalid]   +[subid]   +[cost]   +[amount]   +[var:param-name]

| Parameter ⓘ | Placeholder ⓘ | Name ⓘ |

Add New Source   Cancel

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Set TrafficJunky as a Traffic Source

The only mandatory parameter to track conversions is the **External ID.** All other parameter are optional.

You can find more about TrafficJunky tokens in this [guide](#).

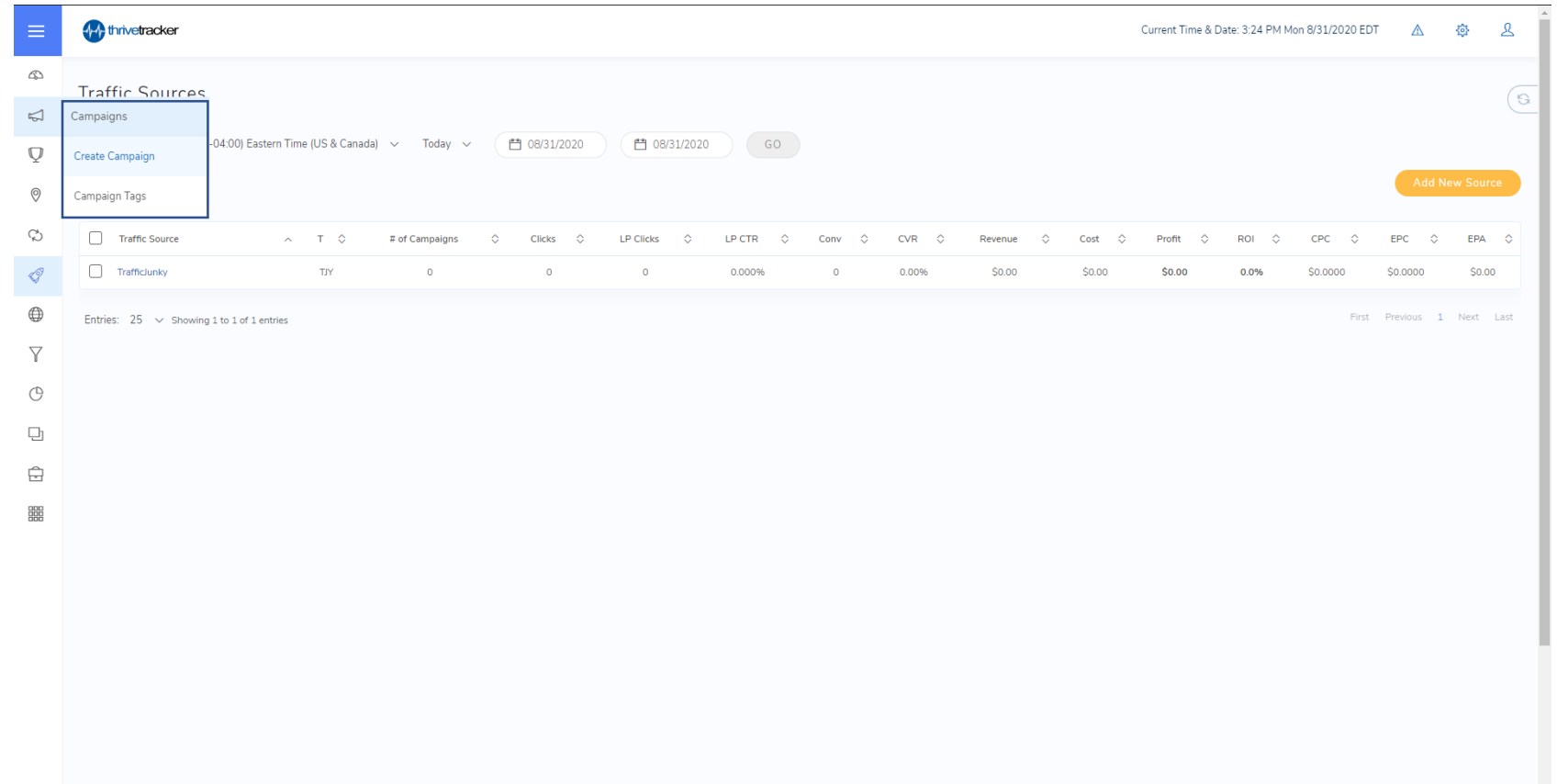If you do not want to add any additional parameters, click **Add New Source** to confirm.

Create Campaign on ThriveTracker

We will now create a campaign on ThriveTracker with **TrafficJunky** as the traffic source.

Head to **campaigns** tab and click on **create campaign.**

A new page will appear where you will add the Campaign's general information.

Create Campaign on ThriveTracker

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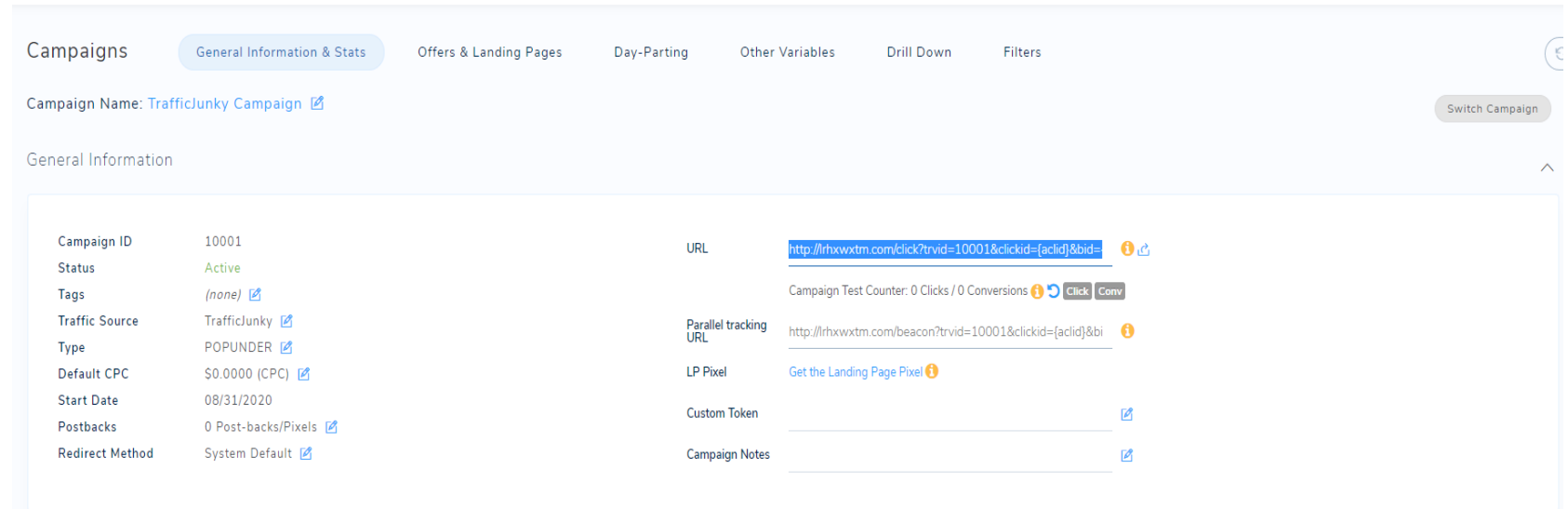

The mandatory fields are **Traffic Source** which should be TrafficJunky and **Campaign Type** which we put as POPUNDER.

Note: You can add a Traffic Source from the campaign creation page.

Create Campaign on ThriveTracker

The system will ask you to create or use rotations. It is **important** to use rotations on the campaign.

Once you have selected or created your rotations click **Create** to create the campaign

The parameters are generated based on the traffic source configuration.

This is an example of the generated URL for the campaign:

Example URL:

http://lrhxwxtm.com/click?trvid=10001&clickid={aclid}&bid={BidValue}&campid={CampaignID}&creaid={BanID}&sitenm={SiteName}&locate={Location}&spotnm={SpotName}

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Create Campaign on ThriveTracker

After the campaign creation, you can move to final step or you can add new elements which are presented below:

Time Zone:

Thrive's TimeZone is using PDT as a default time zone. If you need to change it there are 3 options:

- For self-hosted users, it is possible to do it through the Thrive database directly in the table system_settings.

- New installations, is not a problem, since you won't have much data.

- Cloud installations, please submit a support ticket.

Currency:

ThriveTracker supports US Dollars and other currencies which are:

- EUR

- GBP

- JPY

- CAD

- AUD

- CNY

- CHF

Set a Campaign on TrafficJunky

For this step, you will need to log into your TJ account. After logging in, click the Campaigns tab. At this point, you can either select a previous campaign, or create a new one. In the **Target URL,** paste the link of the campaign you have obtained in the previous step. After doing so, proceed with setting up your TJ campaign.

That's it!
You now can track the performance of your TrafficJunky campaign(s) on ThriveTracker.
For any question, please <u>contact us</u>, and we will make sure to answer all your inquiries!